

VTF 2006

VIA Technology Forum

Access To The Future

A woman with long dark hair, eyes closed, holding a crystal ball. The crystal ball shows a digital, pixelated landscape. The image is framed by a large, stylized circular graphic on the right side of the slide.

*Embracing
Digital Intelligence*

Daniel Hsia
Citrix Senior Consultant
Sysage Technology Co. ,Ltd

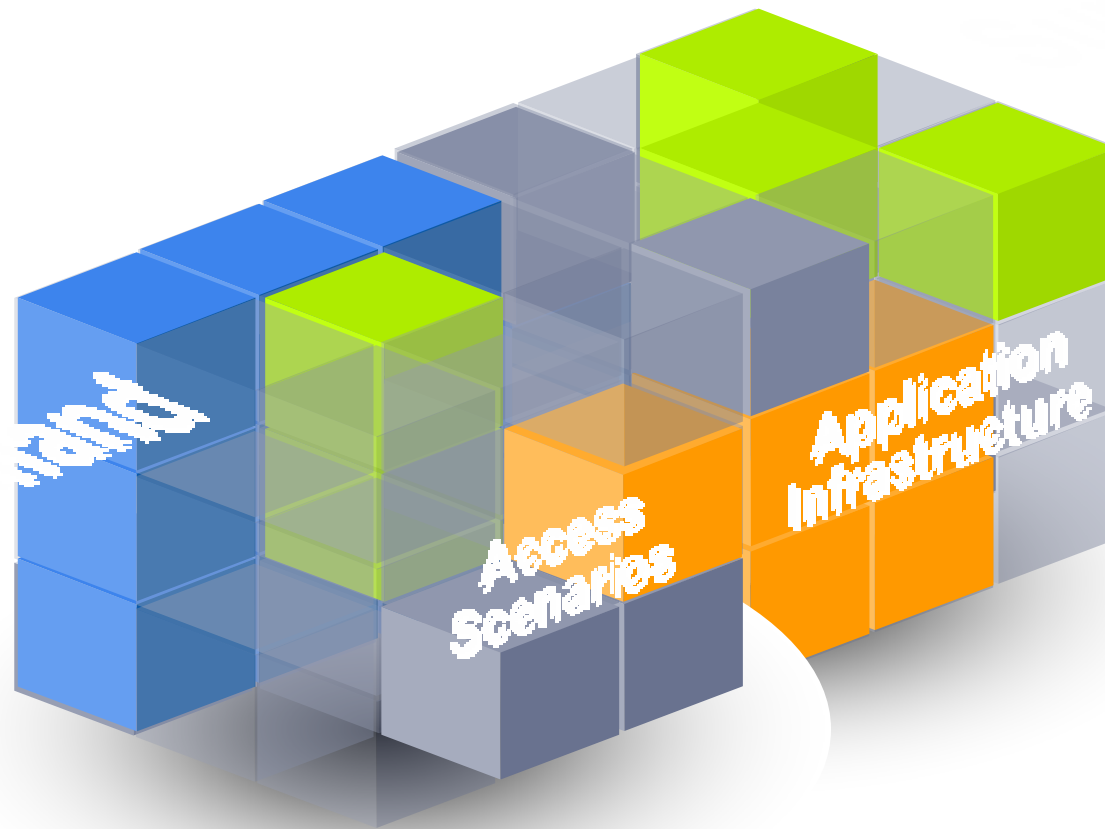
Citrix Systems

- **Access Infrastructure market leader**
- **2005 Annual Revenue: \$909 million**
- **Merging Net6 & NetScaler in 2005**

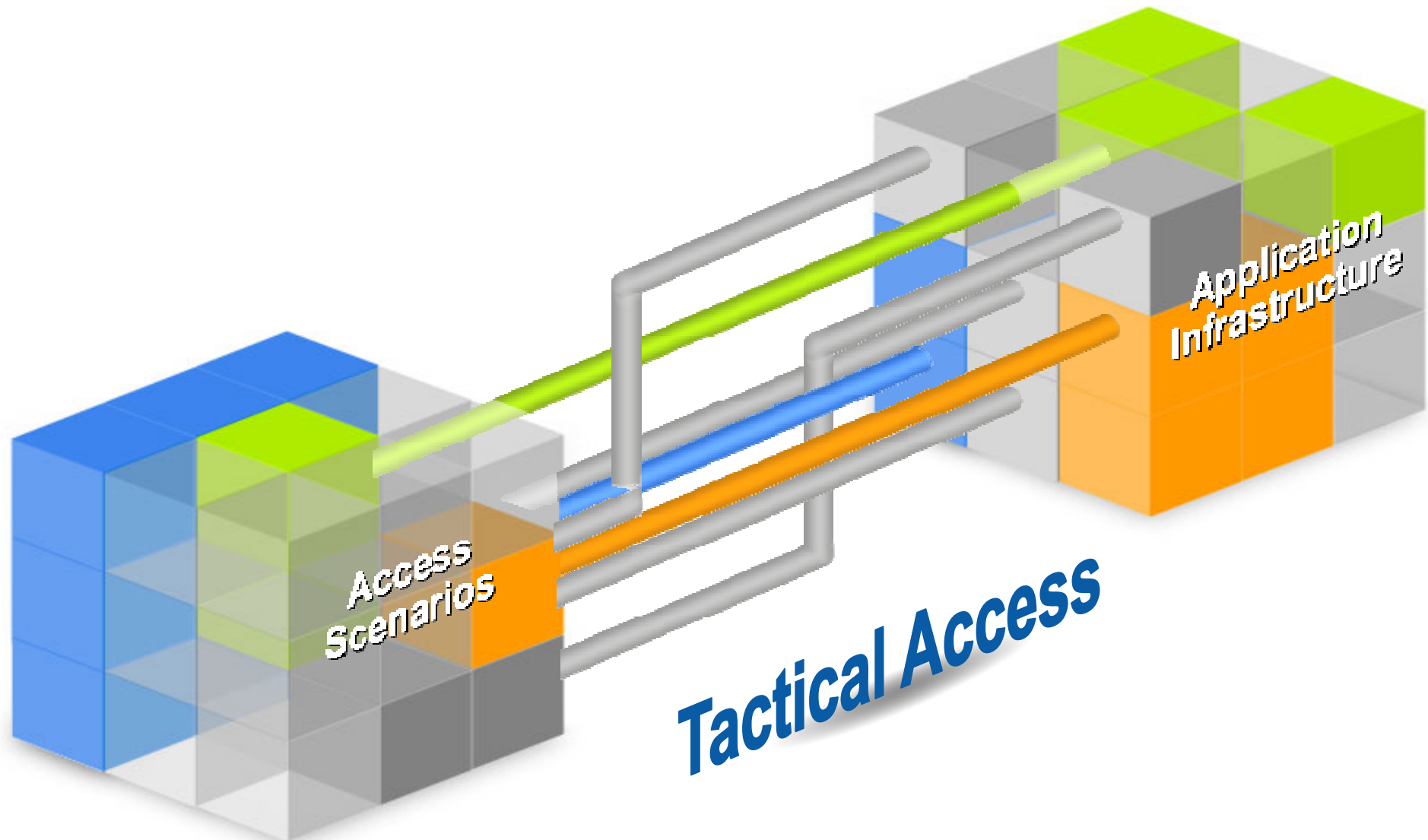
- **180,000 Customers**
 - 100% of Fortune 1000
 - 98% of Fortune 500
- **60,000,000 Users**
- **78% market share**
- **92% Customer Loyalty**
- **Worldwide 100+ Branch offices**
- **Worldwide 7,000 Partners**



Problem — Access Is Critical, But Complex



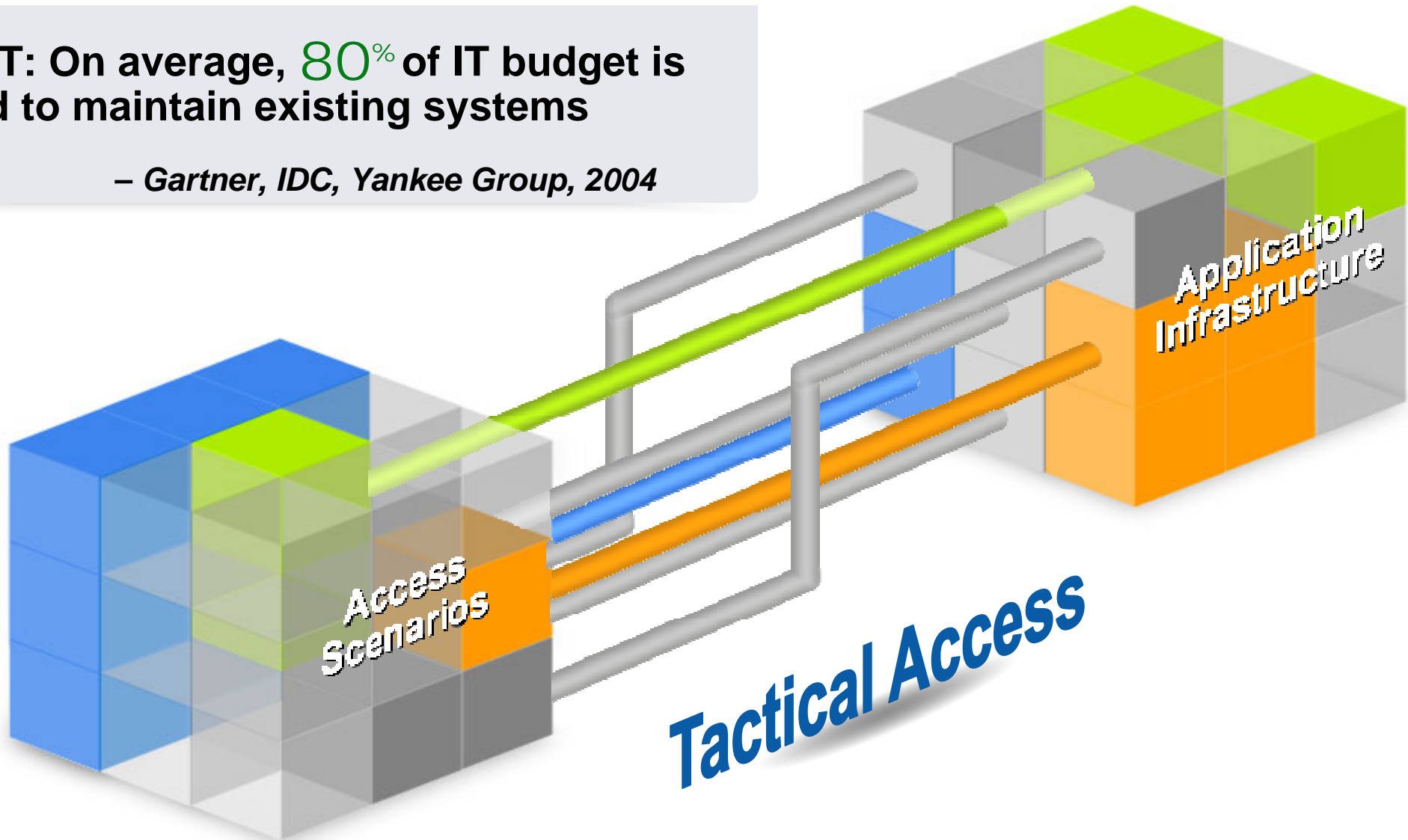
Challenge — Connecting Worlds of Complexity



Challenge — Connecting Worlds of Complexity

FACT: On average, **80%** of IT budget is used to maintain existing systems

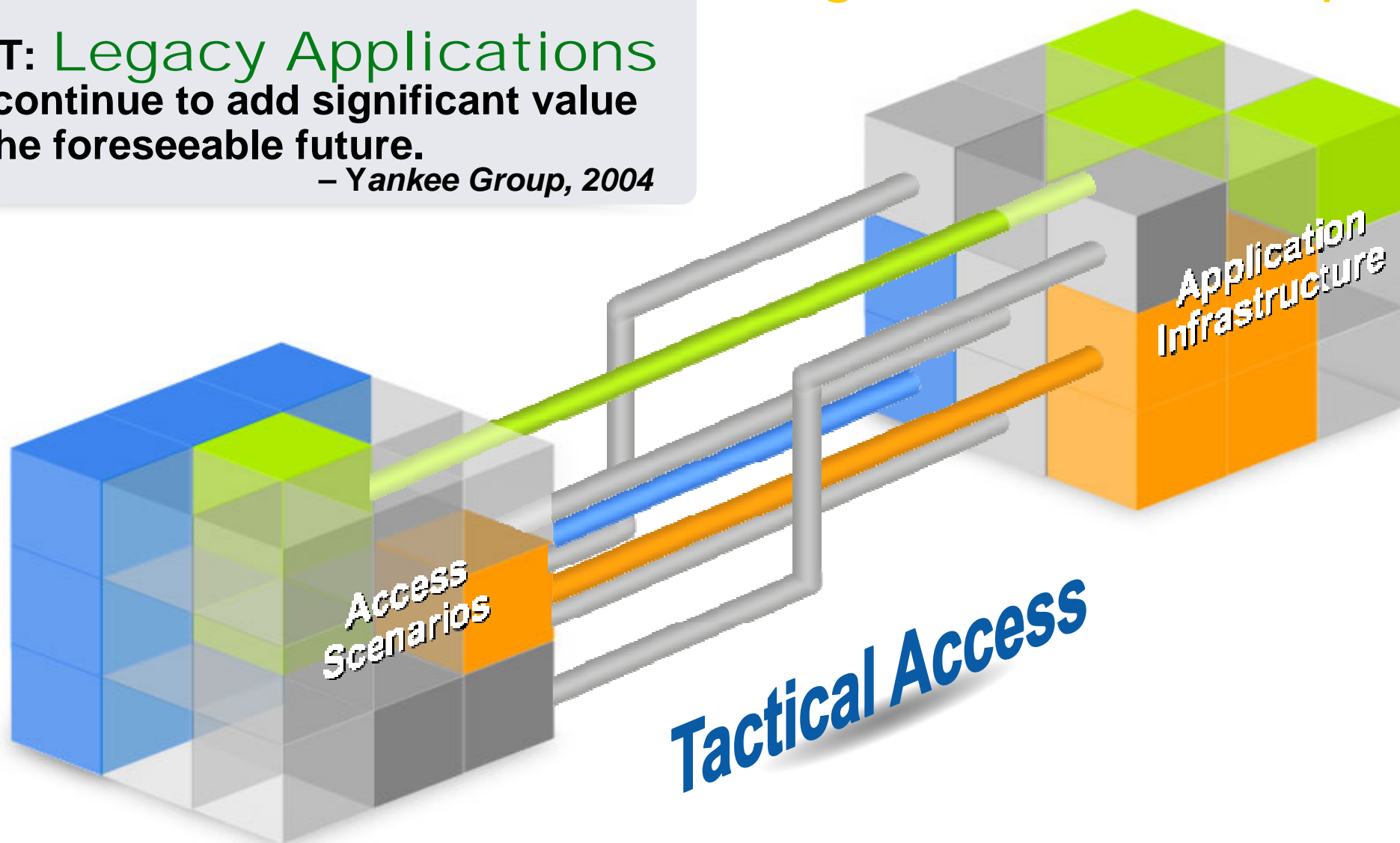
– Gartner, IDC, Yankee Group, 2004



Challenge — Connecting Worlds of Complexity

FACT: Legacy Applications
will continue to add significant value
for the foreseeable future.

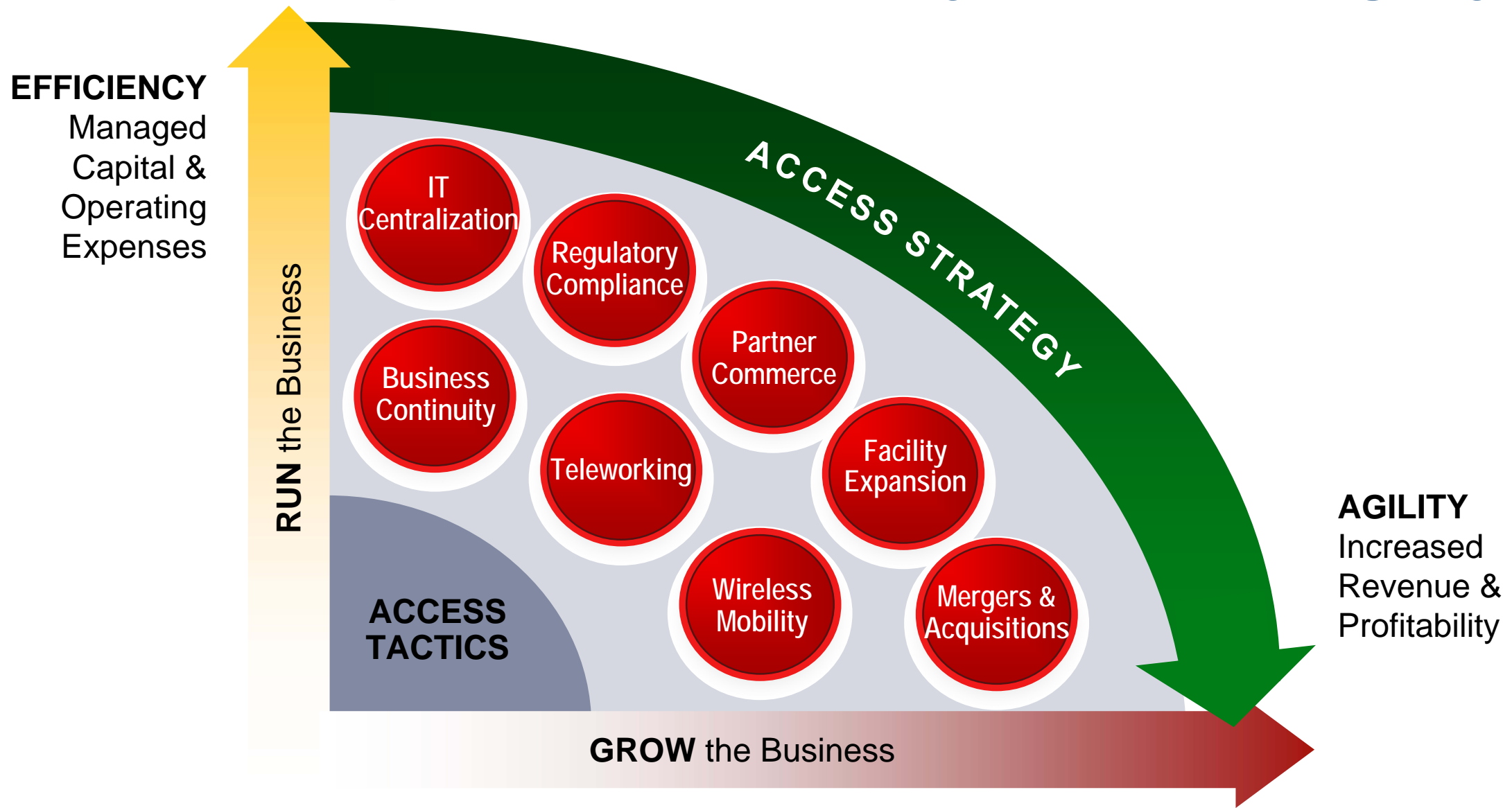
— Yankee Group, 2004



Enterprise Needs an Access Strategy



Access Strategy Increases Operational Efficiency & Business Agility





**Access
Infrastructure**

**Access
Strategy**

**Business
Transformation**

IT Challenge in Taiwan

- **Security Management of Information Access**
 - Control client site illegal access and download
- **Remote Access**
 - Remote Access between Mainland China and Taiwan headquarters
 - Work @ home - Internet Secure Access
- **Software publish / Application Deployment**
 - Customized Software / MS 16 , MS 32 , Java , .Net ...
- **PC Replacement**
 - Thin Client 、 DOM (Disk on Module)
- **Enterprise Mobilization** – Roaming, M-Commerce , Wireless Environment
- **Application Webification**
- **Local information center data integration**

The Customer Problems

Consistent user experience

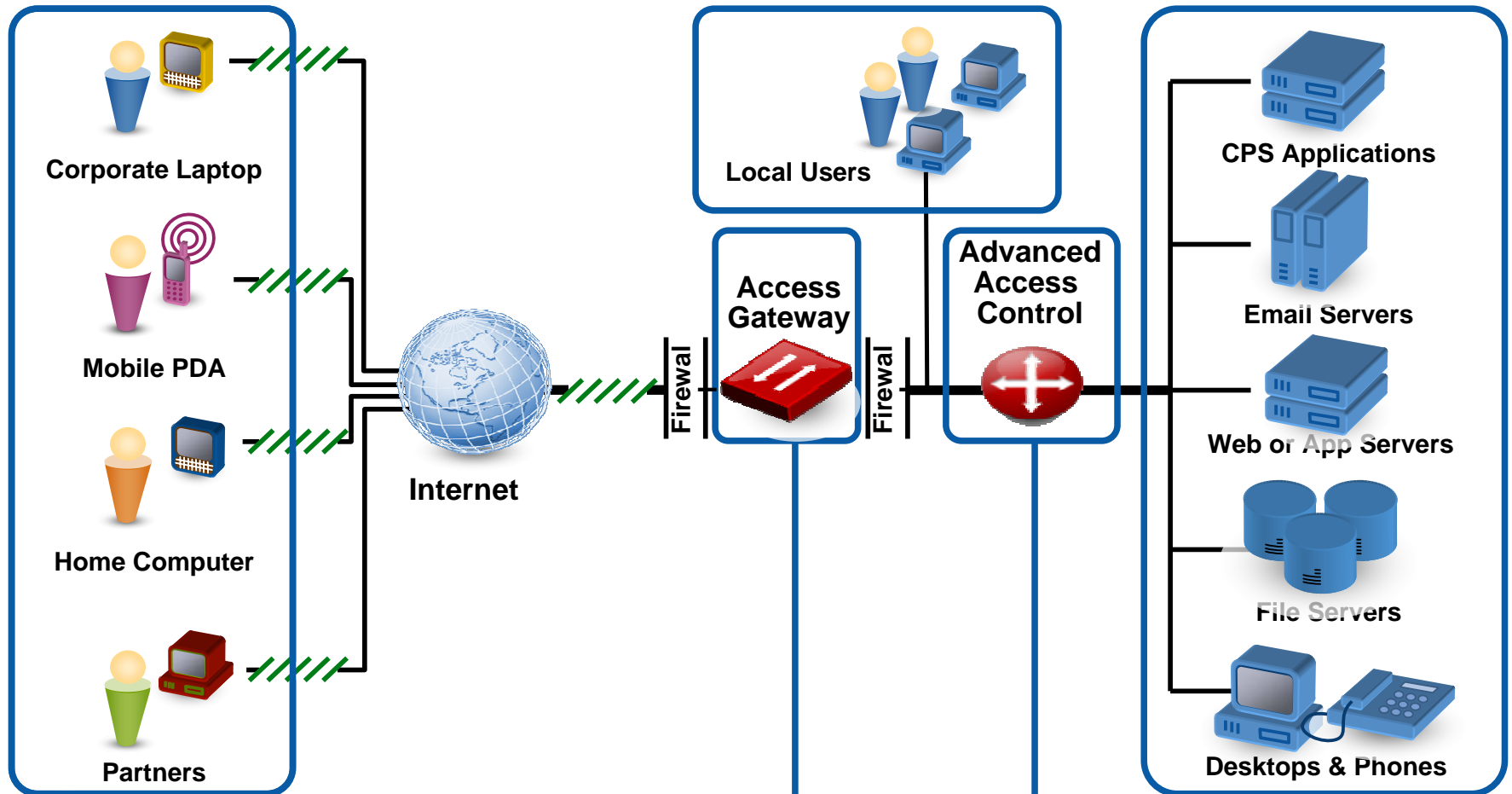
Cannot access from behind firewalls

Access from widely varying devices

Need access to *all* internal IT resources

Minimize re-authentication on re-connect

- Bandwidth
- Latency
- Device idiosyncrasies



Endpoint security, identification, and integrity validation

Consistent user experience

Hardened Appliance

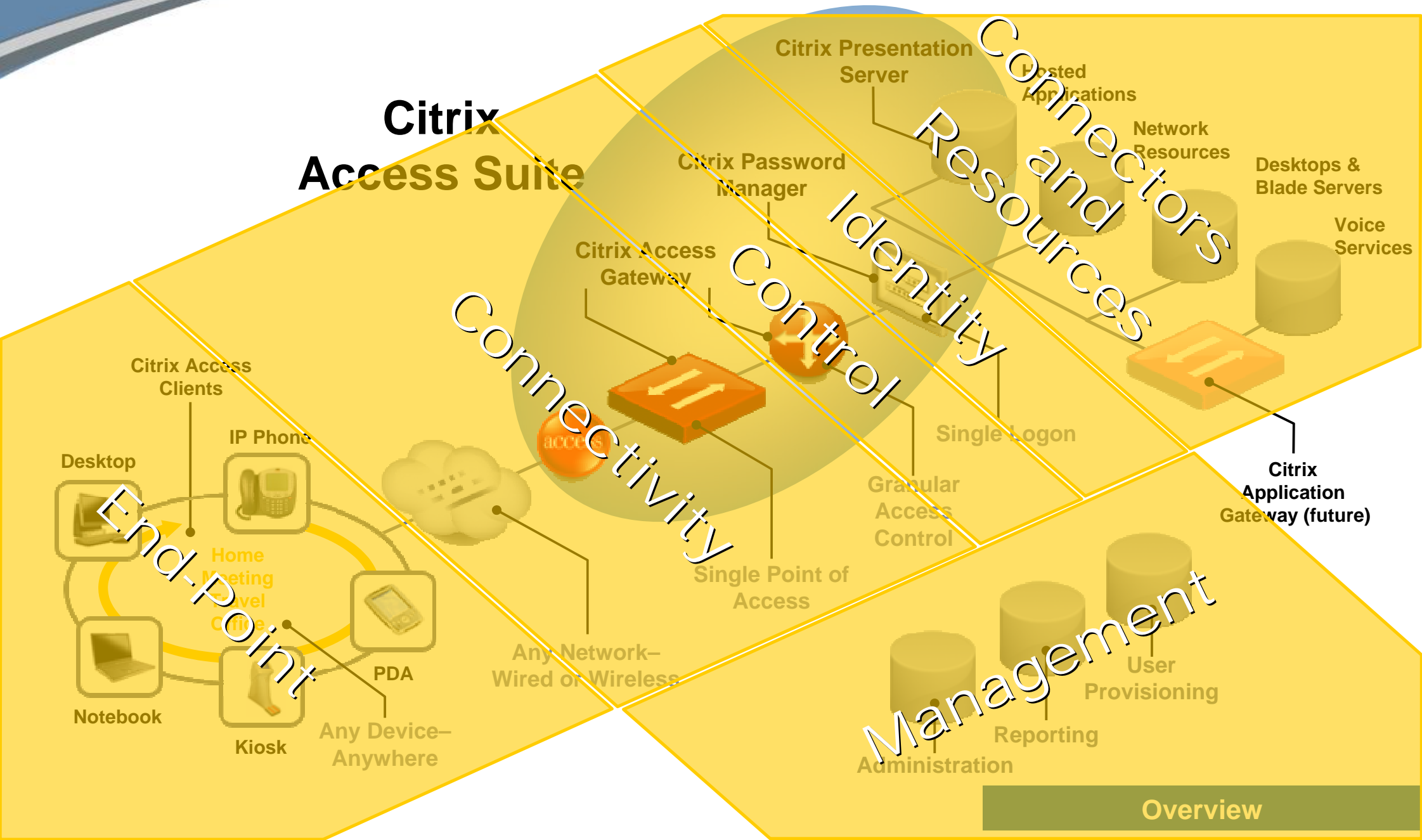
Centralized access control to all IT resources

Control over how information and applications can be used

Citrix Provide Access Infrastructure

- **Connect and interactively work with applications & information**
- **Organize and find what's important based on profile and preferences**
- **Control access securely and efficiently**
- **Support any hardware device over any network**

Citrix Access Infrastructure





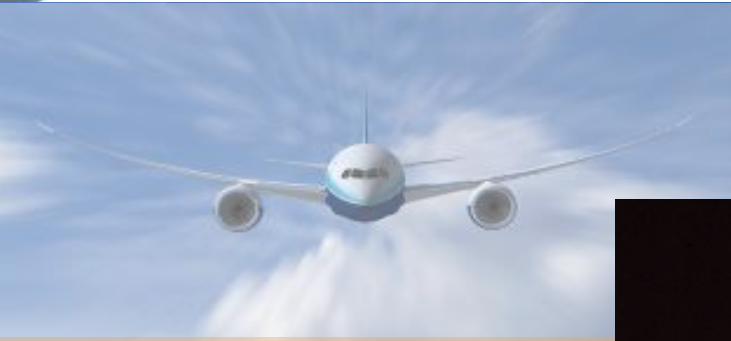
BOEING

Transforming the Commercial Aircraft Industry

Boeing Uses Citrix Presentation Server

- **Improve poor application performance in a WAN environment**
 - Limited bandwidth and poor QOS in remote locations
- **Provide Windows applications to non-Windows platforms**
- **Data security—no data stored on local client**
- **Secure access into the Boeing Intranet for non-Windows clients**
- **Centrally deploy applications—speed deployment and increase efficiency**

Welcome to the 787



**Optimized
Design**



**Exceptional
Performance**



**Strong
Demand**



**International
Collaboration**

Collaboration



**Continued
Progress**

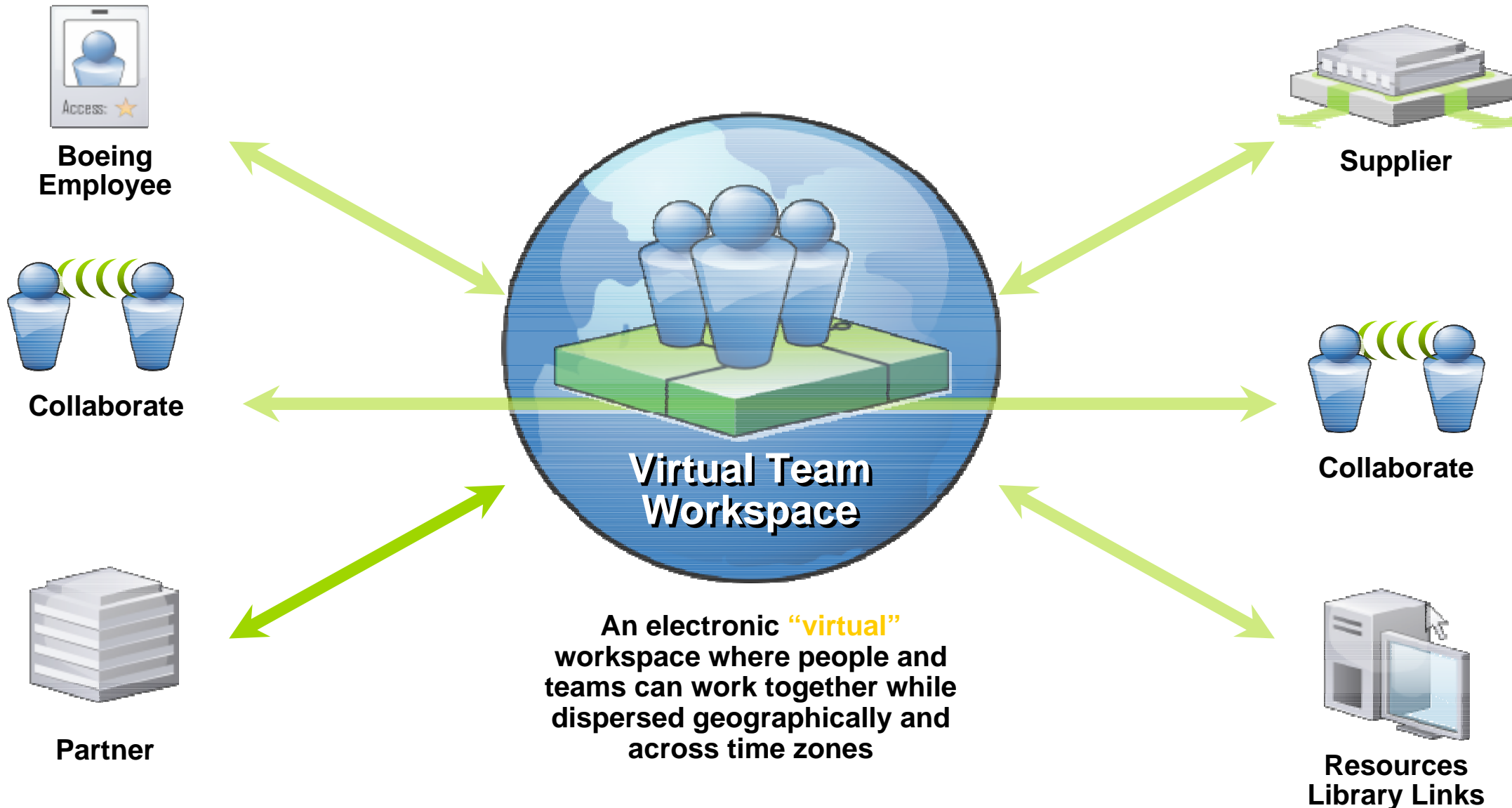
787 Partner Locations



As of 05/05/05:

- 60 Different Partners
- 72 Home Sites

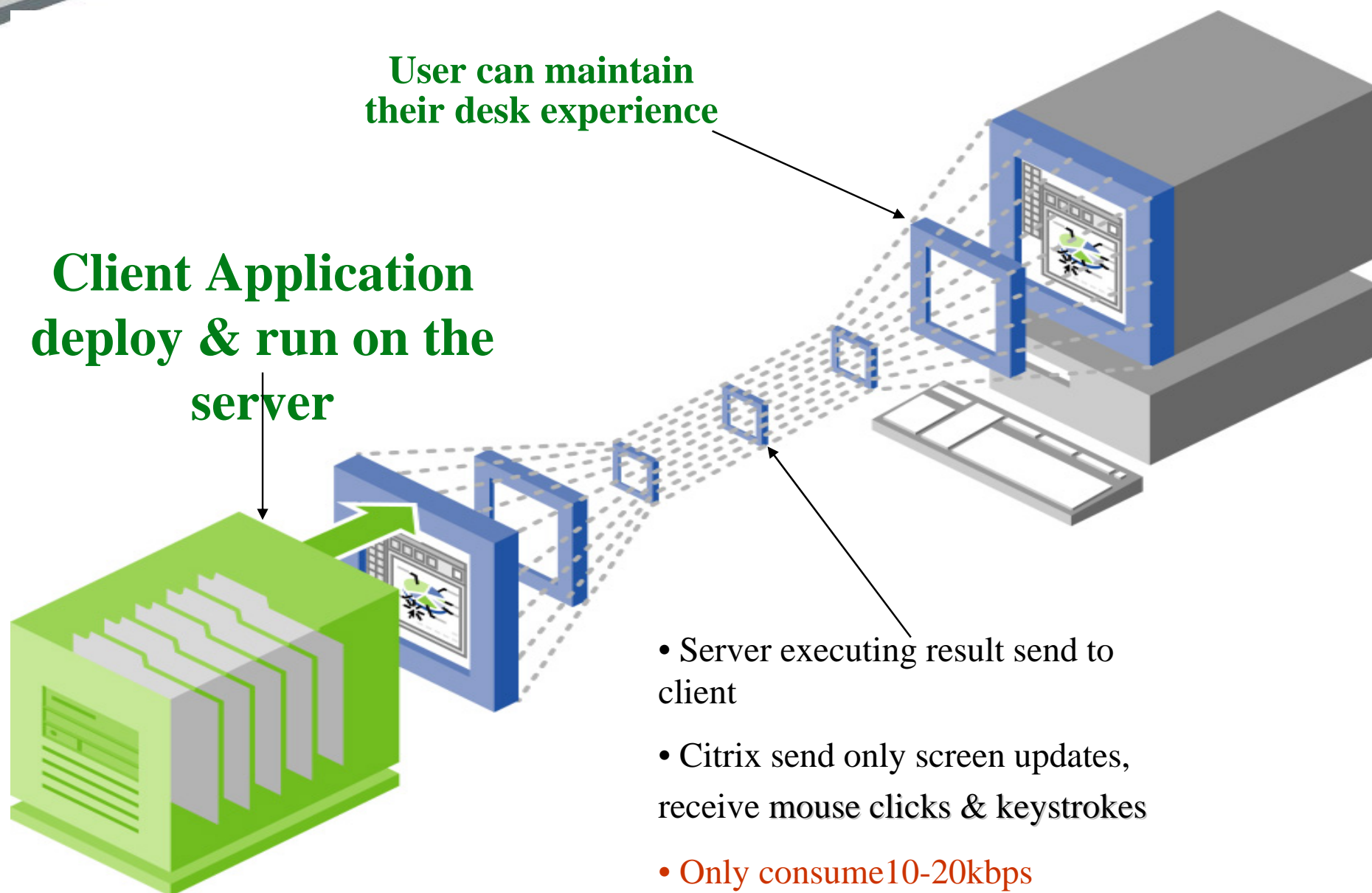
Partnering with Citrix to Deliver Secure, On-Demand Access to Data from Anywhere





Virtualize Applications

Application Virtualization Core



Citrix Presentation Server

4

- ✓ **25% More Users/Server**
- ✓ **4x Faster Printing**
- ✓ **2-3x Faster WAN Downloads**
- ✓ **Broader App Compatibility**
- ✓ **Proximity Printing**
- ✓ **USB PDA ActiveSync**
- ✓ **USB Image Scanners**
- ✓ **Improved Scalability**

“Constellation”

**Next-generation application
virtualization technologies built
for Longhorn**

“Constellation” Technologies



Autonomic
Load
Management

System
Health
Monitoring

Policy-based
Session
Recording

User
Experience
Monitoring

‘Hot’ Updates
& Dynamic
Scaling

Extreme
Graphics
Acceleration



Optimize

Web Applications

The Challenge of Web Application Delivery

Web Protocols
Extremely “Chatty”

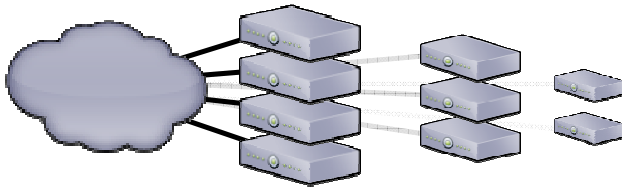
Remote Users Further
Away from Apps

Apps Being Moved into Fewer
Centralized Datacenters

Need for security
increases

Result | Performance Declines • Complexity Increases

Traditional Approaches Don't Work



More Boxes

Expensive • Bigger Pipes • Complex • Still Slow



Team of Consultants

Citrix NetScaler

The Best Way to Deliver Web Applications



Up to
15x
faster

Tight end-to-end
Security

Double
your capacity at
Half the cost

Google

eBay

Merrill Lynch

SingTel

amazon.com

WAL★MART

msn

YAHOO!

中國新聞網
WWW.CHINA-NEWS.COM

DOW JONES

新浪網
sina.com.cn

MATTEL



H&R BLOCK

E*TRADE
FINANCIAL

betfair

SONY

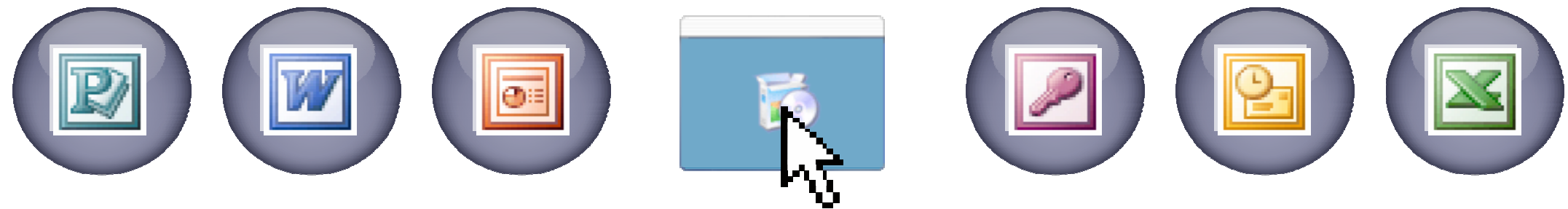
Danske Bank

ORACLE



75%
of Internet Users

4,000
Enterprise Deployments



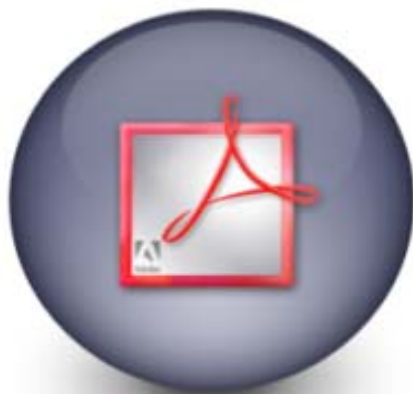
What about desktop apps?



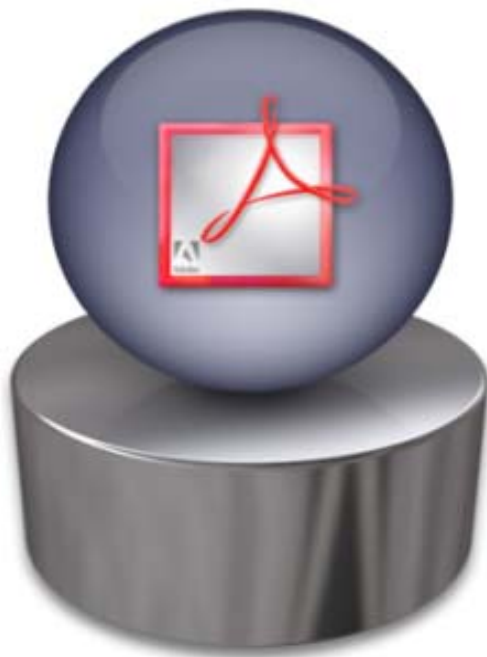
Stream

Desktop Applications

Profile



Profile

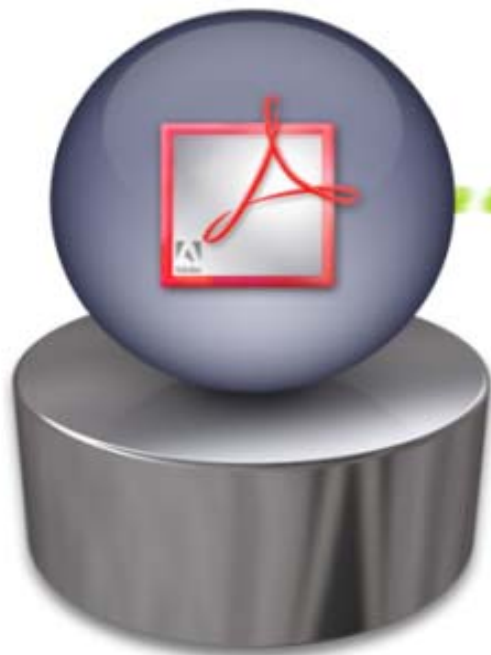


Publish



Play

Profile

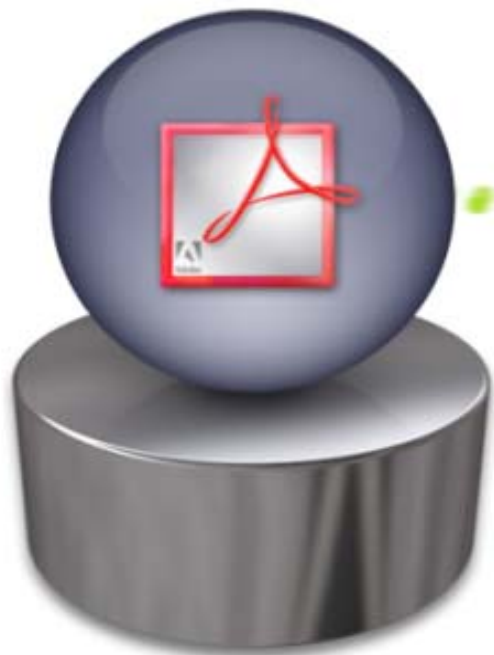


Publish



Play

Profile

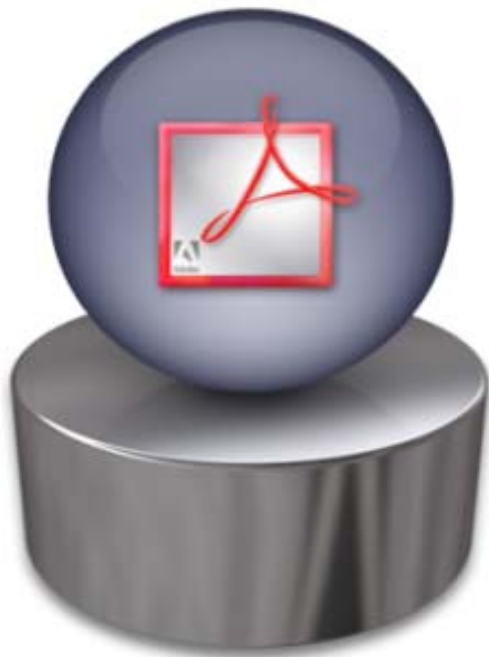


Publish



Play

Profile



Publish



Play

Only Citrix

Virtualize



Presentation
Server

Optimize

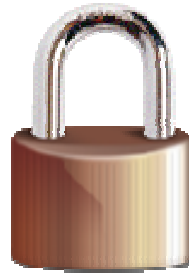


NetScaler
System

Stream



“Tarpon”



What about access security?



How can IT have control while end-users get the best access experience?



Access Gateway

Action Control

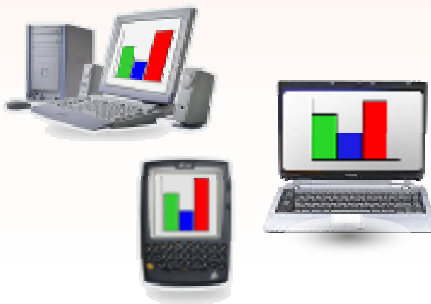
Advanced Endpoint Sensing



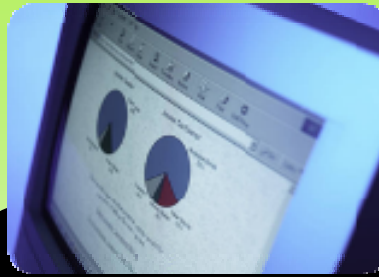
Which User



User Scenario



Granular Access Rights



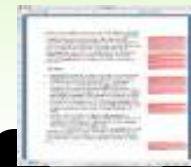
Action Control



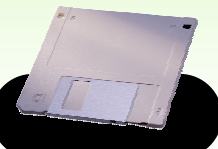
View Only



Print



Edit



Save

Citrix® Access Gateway



Log In

User Name: demo

Password: ••••

☒ Reconnect applications at login

Disconnected and Active Applications ▼

Login

Citrix® Access Gateway

Page: Home

Home My Page Reconnect Settings Help Logout

My Workspace

Web E-mail

Add

Program Neighborhood

Top Up

 Adobe Acrobat	 Customer Management	 Microsoft Access 2003	 Microsoft Access 95
 Microsoft Excel	 Microsoft InfoPath	 Microsoft Outlook	 Microsoft PowerPoint
 Microsoft Publisher	 Microsoft Word	 Notepad	 SAP
 Wordpad			

Web Links

- Citrix Systems
- Salesforce.com
- My Citrix
- My Links

My Network Shares

Documents and Files

Shared Folders

- \\TMAG01\General Info
- \\TMAG01\Confidential
- \\TMAG01\Financials
- \\TMAG01\Contracts
- \\TMAG01\Human Resources

Alert Broadcaster

Message Text:

 **Citrix Password Manager 4.0 provides the best enterprise single-sign on.**

Citrix® Access Gateway

Page: Home

Home

My Page

Reconnect

Settings

Help

Logout

My Workspace

Web E-mail

Add

Program Neighborhood

Top Up



Adobe Acrobat



Customer Management



Microsoft Access 2003



Microsoft Access 95



Microsoft Excel



Microsoft InfoPath



Microsoft Outlook



Microsoft PowerPoint



Microsoft Publisher



Microsoft Word



Notepad



SAP



Wordpad

Alert Broadcaster

Message Text:

Citrix Password Manager 4.0 provides the best enterprise single-sign on.

Web Links

- Citrix Systems
- Salesforce.com
- My Citrix
- My Links

My Network Shares

Location: \\TMAG01\General Info

Shared Folders Upload Search Files

Name	Send	Type	Modified	Size
Citrix Smooth Roaming.doc		Microsoft Word Document	4/16/2005 9:05:27 AM	10 KB
Company Directory.xls		Microsoft Excel Worksheet	4/16/2005 9:05:32 AM	11 KB
Company Overview.ppt		Microsoft PowerPoint Presentation	4/16/2005 9:05:36 AM	12 KB
New Product README.txt		Text Document	4/16/2005 9:05:48 AM	1 KB
Organizational Chart.vsd		Microsoft Visio Drawing	4/16/2005 9:05:41 AM	1 KB

Citrix® Access Gateway

Page: Home

Home

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My Workspace

Web E-mail

Add

Program Neighborhood

Top Up

 Adobe Acrobat	 Customer Management	 Microsoft Access 2003	 Microsoft Access 95
 Microsoft Excel	 Microsoft InfoPath	 Microsoft Outlook	 Microsoft PowerPoint
 Microsoft Publisher	 Microsoft Word	 Notepad	 SAP
 Wordpad			

Web Links





- Citrix Systems
- Salesforce.com
- My Citrix
- My Links

My Network Shares

Location: Citrix Smooth Roaming.doc

Back Shared Folders

Select a method to handle this file:
Citrix Smooth Roaming.doc

 Preview	View as Web page
 Launch	Open file
 Download	Save to your computer
 Live Edit	Edit file on your computer

Alert Broadcaster

Message Text:

 Citrix Access Gateway 4.0 is the best Universal SSL VPN.

Thin Client + Citrix

- **Benefit**

- Reduce PC maintenance overhead
- Can purchase suitable model on demand, Low TCO
- Enablement of more effective disaster recovery
- Low power consumption (TC vs PC : 7W vs 300W)
- Effectively manage software licenses usage

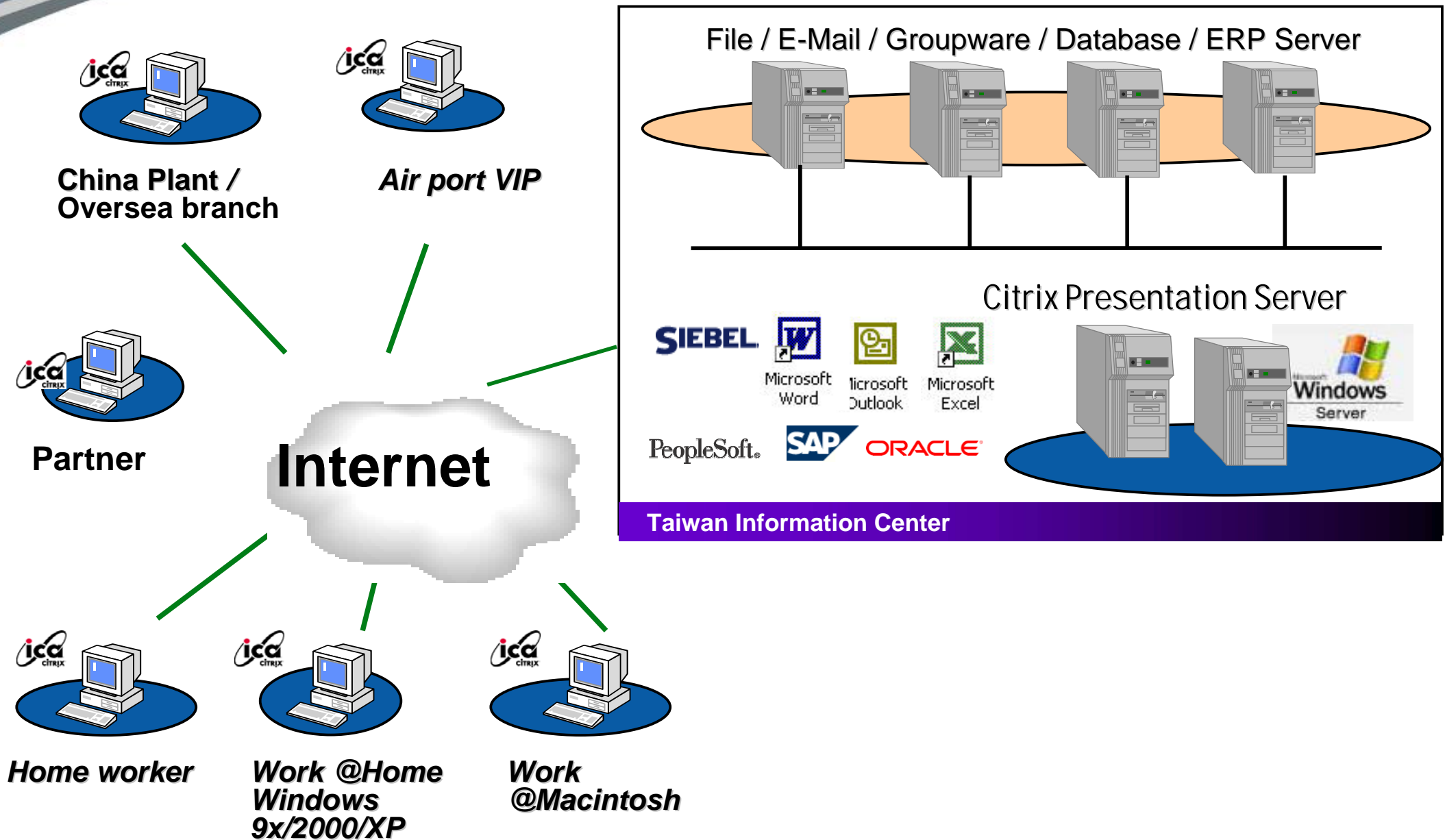
- **Main characteristics**

- OS is built in Flash Disk , No Hard disk
- Have to choose suitable model based on customer's needs: Linux OS, WinCE, WinXP, Others
- Can enhance to the access security model (Ex. use VIA chip, Padlock ...)

Cost Analysis

Cost Item Analysis	Citrix + Thin Client	PC	MS TS + Thin Client
Electricity cost(3 Years)	1971	23652	1971
Client device HW cost	10000	15000	10000
OS cost	included	included	included
Central Mgt software	13440(20% discount)	-	3000
Assets Mgt software	-	1000	-
Load balancer	-	-	3400(shared by 300)
Software deployment tool	-	1000	100
Sys/Net Performance Mgt tool	-	1000	6000(shared by 300)
Server cost	4666(7 servers)	1200	6700(10 servers)
Anti-Virus Software	30	1200	40
Sub-Total	30077	43052	31211

Deployment example



Citrix Access Platform

Virtualize

Optimize

Stream

Control

Collaborate

**CITRIX**

